



REQUEST FOR PROPOSALS

NPRMS-2026-01 MURAL ARTIST

McPHERSON & THOMAS, P.A. MONARCH WINGS MURAL

1. Invitation and Project Overview

New Port Richey Main Street, Inc. (NPRMS) invites qualified artists or artist teams to submit proposals for the design and installation of a site-specific mural in Downtown New Port Richey, Florida. The selected work should strengthen downtown's sense of place, contribute to a welcoming pedestrian environment, and reflect the distinctive character of New Port Richey.

Project summary: The Monarch Wings Mural Project will bring a bright, colorful, and interactive public artwork to the Grand Boulevard side of McPherson & Thomas, P.A. at 5723 Main Street. New Port Richey is recognized as a Monarch City, and this mural will honor that designation through creatively interpreted monarch butterfly wings. Visitors will be invited to become part of the artwork by standing between the wings for a memorable photo. Designed to be engaging and social-media worthy, the project will add visual interest to Downtown New Port Richey while creating a new destination for residents and visitors to enjoy.

2. About New Port Richey Main Street

New Port Richey Main Street, Inc. is a nonprofit organization working to support the continued revitalization of Downtown New Port Richey through the Main Street Four-Point Approach: Economic Vitality, Design, Promotion, and Organization. NPRMS promotes projects and partnerships that strengthen local businesses, enhance the downtown experience, celebrate community identity, and invite residents and visitors to spend time downtown.

2.1 Community Background

The City of New Port Richey is a compact Gulf Coast community in western Pasco County and part of the Tampa Bay region. Incorporated in 1924, the community is defined by the Cotee River, waterfront parks, established neighborhoods, civic institutions, and a traditional downtown business district.

Downtown includes locally owned retail, restaurants, taverns, service businesses, entertainment venues, governmental functions, historic buildings, public spaces, and an expanding collection of public art. Sims Park, Orange Lake, the riverfront, and frequent community events contribute to a lively pedestrian environment and create opportunities for art to strengthen the downtown experience.

2.2 Historic Downtown

Historic Downtown is generally centered along Main Street and Grand Boulevard, with connections to the Cotee River, Sims Park, Orange Lake, Nebraska Avenue, and surrounding blocks. It continues to symbolize the heart of the community, maintaining a walkable, low-scale character while supporting an evolving mix of uses.

New Port Richey is a community in transition: strengthening pedestrian connections, preparing for emerging markets and visitors, activating underused spaces, and expanding the downtown experience while preserving its inherent community character. NPRMS believes public art can help set that tone for residents and visitors alike.

3. Downtown and Site Context

3.1 Downtown New Port Richey

Downtown New Port Richey is centered around Main Street, Grand Boulevard, Sims Park, Orange Lake, and the Cotee River. It includes a walkable mix of locally owned shops, restaurants, entertainment venues, civic spaces, historic buildings, public art, and community gathering places. Public art is an important part of creating a memorable downtown experience and expressing the community's history, culture, and natural setting.

3.2 Mural Site

Site / Building	McPherson & Thomas Injury Law, P.A.
Street Address	5723 Main Street, New Port Richey, FL 34652
Property Owner	CASSON LEONARD W FAMILY TRUST
Wall Orientation	Exterior side wall facing Grand Boulevard
Approximate Area	Width: 11', Height: 12' 5", Approx Square Feet: 136
Surface	Concrete Block Stucco
Visibility	Grand Boulevard sidewalk and nearby street-level areas; primarily viewed by pedestrians at close range

The mural site is an exterior side wall of the McPherson & Thomas, P.A. building at 5723 Main Street, facing Grand Boulevard in the heart of Downtown New Port Richey. The wall is positioned along an active downtown pedestrian route and will be experienced primarily from the adjacent sidewalk and nearby street-level areas. Its close viewing distance creates an opportunity for a detailed, people-centered composition that encourages visitors to stop, pose, photograph, and share the artwork. Artists should account for normal business operations, pedestrian access, nearby vehicles, and the protection of surrounding surfaces during installation. Additional wall dimensions, substrate information, paintable boundaries, and access or staging limitations will be provided in the project attachments or by addendum.





4. Artistic Vision and Project Goals

Project theme or creative direction: New Port Richey is recognized as a Monarch City and Tree City, with a community identity closely connected to the Cotee River and its natural surroundings. The mural must feature an original, site-responsive interpretation of monarch butterfly wings that honors these connections. The design should be bright, colorful, welcoming, and created for close-range interaction. The wings should be positioned and scaled to create a clear photo opportunity where a person can stand between them and appear to become part of the artwork, without requiring physical attachments, moving parts, or obstruction of the public right-of-way. Artists are encouraged to bring their own creative style and may incorporate supporting imagery inspired by the city's tree canopy, native landscape, riverfront character, or other natural elements.

The commissioned mural should:

- Create a high-quality, original, site-specific work of public art.
- Enhance the pedestrian experience and contribute positively to downtown placemaking.
- Relate meaningfully to New Port Richey's history, culture, community, or natural environment.

- Be appropriate for a broad public audience and remain visually effective at the site's primary viewing distances.
- Use durable materials and installation methods suitable for Florida sun, heat, humidity, rain, and wind.
- Avoid functioning as commercial advertising or signage.

Desired elements / exclusions: Feature recognizable monarch butterfly wings; use a bright, energetic color palette; position and scale the wings to create an obvious and accessible photo or social-media moment; maintain visual interest at close range; and develop a composition appropriate for residents, families, downtown employees, and visitors. The mural may not function as commercial advertising or signage, feature business logos or promotional messaging, obstruct architectural openings or required access, or include physical interactive elements unless specifically authorized through the final design and approval process.

5. City Mural Requirements

The selected concept and installation must comply with Section 7.22.04, Regulation of Murals, of the City of New Port Richey Land Development Code, as amended. At the time this template was prepared, key requirements included:

- A mural is a non-commercial picture or graphic design applied to the exterior of a building or structure, or to the interior or exterior of a window.
- A mural may not be created until approved by the New Port Richey City Council.
- Murals are permitted only within areas designated Downtown and Downtown Core on the City's Future Land Use Map.
- The subject matter must depict images relating to the history or culture of New Port Richey, its sister city, West Pasco County, or the natural environment of any of them.
- All text, including the artist's signature, is limited to two percent (2%) of the total mural area.
- The application must include the applicant and property-owner information, legal description and street address, proposed mural location, final rendering, dimensions, colors, paint and top-coat specifications, application method, wall-preparation procedures, and the owner's notarized authorization of the specific mural.
- The building owner is responsible for maintaining and preserving the completed mural, including addressing fading, peeling, bubbling, graffiti, damage, cleanliness, and other noticeable wear.

6. Scope of Work

The selected artist or artist team will be expected to:

- Attend a kickoff meeting with NPRMS, the property owner, and other project representatives.
- Conduct or confirm site measurements and evaluate the wall condition before finalizing the design.
- Refine the selected concept in response to consolidated project feedback while preserving the artist's creative voice.
- Prepare a final, scaled color rendering and all technical information needed for the City's mural review and approval process.

- Provide a written surface-preparation, installation, protection, and cleanup plan.
- Provide a detailed list of paints, primers, coatings, and other materials, including manufacturer and product line.
- Obtain any licenses, permits, or approvals assigned to the artist under the final agreement; cooperate with NPRMS and the owner on approvals assigned to them.
- Furnish all labor, supervision, equipment, lifts/scaffolding, materials, transportation, storage, protection, and cleanup unless the final project sheet states otherwise.
- Protect adjacent buildings, pavement, landscaping, vehicles, pedestrians, and the public during installation.
- Complete the mural within the approved schedule and participate in a final inspection and punch-list process.
- Supply maintenance recommendations, final materials information, and high-resolution photographs of the completed work.

7. Cost Proposal

NPRMS is requesting competitive cost proposals and is not publishing a predetermined project budget. Each proposer must submit an itemized, all-inclusive fee to complete the proposed mural in accordance with this RFP.

Unless expressly identified as owner- or NPRMS-provided, the proposed cost should include:

- Artist design fee and creative services
- Artist and assistant labor
- Travel, lodging, meals, shipping, and local transportation
- Wall preparation and cleaning
- Primer, paint, protective coating, and consumable materials
- Equipment rental, lift/scaffolding, and required safety equipment
- Insurance, licenses, and artist-responsible permits
- Site protection, cleanup, disposal, and project documentation
- Contingency and all taxes, fees, or other costs necessary to complete the work

Items supplied separately: **None**

The cost proposal must clearly state the total proposed fee, all assumptions, and any exclusions or optional services. NPRMS may negotiate the final scope, fee, and payment schedule with the highest-ranked artist. A typical payment schedule may include installments at contract execution, approval of the final design, completion of installation, and final acceptance. The final agreement will control.

8. Anticipated Schedule

Milestone	Anticipated Date
RFP issued	August 7, 2026
Proposals due	September 6, 2026
Notice of intended selection	Late September
Installation window	TBD
Final completion	TBD

All dates are anticipated and may be modified by written notice or addendum. No installation may begin before execution of the agreement, written notice to proceed, property-owner authorization, and all required City approvals.

9. Eligibility and Minimum Qualifications

This opportunity is open to individual artists and artist teams who:

- Are at least 18 years of age.
- Can demonstrate experience completing exterior murals or comparable large-scale public artwork.
- Can meet the project schedule and work safely at the site.
- Can enter into a written agreement and provide required tax and payment documentation.
- Can obtain and maintain any insurance required in the project-specific RFP or final agreement.

Geographic eligibility / preference: Open to qualified artists and artist teams. Local preference will be evaluated as described in Section 13; proposers should explain their connection to New Port Richey, Pasco County, or the Tampa Bay region, if any.

Ineligible participants: Current NPRMS employees and board members, members of the project review panel, the participating property owner, and their immediate family members may not submit a proposal. Any other actual or potential conflict must be disclosed with the proposal.

9.1 Qualifications Statement

Each proposer must provide a qualifications statement sufficient for NPRMS to determine the proposer's experience, authority, capacity, and financial ability to complete the project. For each relevant prior project, provide:

- Contract or project name and location
- Artist, owner, or client name and current contact information
- Key personnel and their roles
- Total artwork or project cost and the portion managed by the proposer
- Length of the contract or installation period
- A concise summary of the work performed, materials used, and outcome

NPRMS reserves the right to inspect completed work, contact references, and verify information before award.

9.2 Potential Use and Ideas

The proposal should communicate the artist's vision for the project, explain how it responds to the approved theme or site narrative, and identify colors or palettes that support the concept and highlight the community. Unique approaches are welcome when they remain consistent with the project goals and mural ordinance.

10. Proposal Requirements

Submit one consolidated PDF containing the following sections in this order:

1. **Cover page.** Artist/team name, contact person, address, telephone, email, website, project title, and RFP number.
2. **Letter of interest.** Up to two pages describing interest in the project, understanding of the site, approach, availability, and ability to complete the work.
3. **Concept proposal.** A color rendering or clearly developed concept showing the proposed mural and its relationship to the wall. Include a short narrative explaining the concept and its connection to the project goals and applicable subject matter.
4. **Technical approach.** Dimensions, approximate text percentage, proposed colors, wall preparation, application method, paint/primer/top-coat products, equipment needs, site protection, cleanup, and anticipated longevity.
5. **Work plan and schedule.** Proposed sequence and duration from notice to proceed through completion, including weather contingency.
6. **Itemized cost proposal.** Design, labor, materials, equipment, travel, insurance/permits, contingency, and total all-inclusive fee. Identify all assumptions, exclusions, and optional services.
7. **Resume / qualifications.** Resume or biography for each key artist and the role of each team member or subcontractor.
8. **Work samples.** Five to ten relevant completed projects. For each, identify title, location, year, dimensions, materials, budget, commissioning entity/client, and the artist's role. Include clear images or a portfolio link.
9. **References.** Three professional references for completed projects, including name, organization, email, telephone, and project relationship.
10. **Required forms.** Signed Proposal Certification and Conflict Disclosure and the Non-Collusive Affidavit included in the appendices.

11. Submission Instructions

Email the complete proposal to director@nprmainstreet.com with the subject line:

MURAL RFP NPRMS-2026-01 - [ARTIST / TEAM NAME]

Submission rules:

- The proposal must be received in the designated inbox no later than the stated deadline.
- Submit the proposal as one PDF attachment, preferably no larger than 25 MB. Portfolio videos or additional media may be provided through stable, publicly accessible links that do not require NPRMS to request access.
- File name: NPRMS-2026-01_[ARTIST OR TEAM NAME].pdf.
- NPRMS will send a receipt confirmation. The artist is responsible for contacting NPRMS before the deadline if confirmation is not received within one business day.
- Late, incomplete, inaccessible, or corrupted submissions may be rejected.
- Do not send original artwork or physical materials. Submission materials will not be returned.

12. Questions, Site Visit, and Addenda

All questions must be submitted by email to director@nprmainstreet.com by the questions deadline. Questions should identify the RFP number in the subject line. Responses that affect the scope, schedule, or requirements will be issued in writing to known prospective applicants and/or posted with the RFP. Artists should not rely on oral interpretations.

Artists may view the site from public areas at reasonable times but may not enter private property, obstruct businesses, attach materials, take destructive samples, or contact the property owner or tenants about the selection process unless expressly authorized by NPRMS.

12.1 Addenda, Changes, and Interpretations

Requests for interpretation received on or before the published questions deadline will be considered. Any change to the scope, specifications, schedule, submission procedure, or other material requirement will be issued only by written addendum. No verbal interpretation may be relied upon. Each proposer is responsible for verifying that it has received and reviewed all issued addenda before submitting a proposal.

12.2 Communications During the Solicitation

To preserve a fair selection process, proposers and their representatives must direct all solicitation-related communications to the NPRMS contact identified in this RFP. They must not lobby or attempt to influence NPRMS board members, review-panel members, the property owner, City officials or employees, project funders, or other persons participating in evaluation or approval. Ordinary public site observation and attendance at an authorized site visit are permitted. A material violation may result in disqualification.

13. Evaluation and Selection

A review panel appointed or convened by NPRMS will evaluate responsive proposals. NPRMS may request clarification, conduct interviews, check references, negotiate with one or more finalists, request limited concept refinement, or decide not to make an award.

Evaluation Criterion	Points
Mural art design and alignment with the project theme	40
Cost to complete and overall value	15
Key personnel qualifications and relevant experience	25
Local preference	15
Schedule to complete	5

Total: 100 points. NPRMS may adjust the criteria or weights in the project-specific RFP before release.

14. Award and City Approval Process

- NPRMS will notify the selected artist and may issue a notice of intended selection before contract execution.
- Selection is contingent on successful negotiation, execution of a written agreement, property-owner cooperation, funding availability, and all required City approvals.
- The selected artist must not purchase nonreturnable materials or begin work until receiving written authorization to proceed.
- The final design may require reasonable revisions for ordinance compliance, technical feasibility, safety, property-owner requirements, or site conditions.
- If the final design is not approved, NPRMS may request revisions, negotiate a different concept, select another proposer, or cancel the project, subject to the final agreement.

15. General Conditions

- NPRMS may reject any or all proposals, waive minor informalities, modify or cancel the solicitation, or reissue it when doing so is in the organization's best interest.
- NPRMS is not liable for costs incurred in preparing or submitting a proposal, attending a site visit or interview, or negotiating an agreement.
- Submitting a proposal does not create a contract or guarantee an award.
- The selected artist will perform as an independent contractor and is responsible for personnel, taxes, licenses, and legal obligations associated with the work.
- The artist must disclose proposed assistants, team members, and subcontractors. Substitutions may require NPRMS approval.
- The artist warrants that the proposed and completed artwork is original and does not infringe copyrights, trademarks, rights of publicity, or other third-party rights.
- Ownership of the physical mural, copyright, reproduction rights, attribution, alteration, maintenance, removal, and any waiver or treatment of rights under the Visual Artists Rights Act will be addressed in the final written agreement. Artists should not assume that submitting a proposal transfers copyright.
- The selected artist may be required to provide insurance and indemnification appropriate to the work, site, equipment, and parties involved. Project-specific requirements should be stated before release whenever possible.
- The final agreement will address payment, changes, delays, weather, site conditions, damage, default, termination, cleanup, acceptance, maintenance information, and dispute terms.
- Proposal information may be shared with NPRMS reviewers, the property owner, City staff, City Council, funders, and the public as reasonably necessary for selection and approval. Artists should clearly identify any information they believe is confidential, although NPRMS cannot guarantee confidentiality where disclosure is required by law or the project process.

16. Proposal Administration and Contract Conditions

16.1 Initial Contract Period

The contract term will begin upon final execution of the agreement by NPRMS and the selected proposer and will continue until NPRMS accepts completion, unless earlier terminated or extended in accordance with the agreement.

16.2 Insurance; Performance and Payment Security

The selected proposer must provide any insurance required by the project-specific RFP or final agreement within the period stated in the notice of selection and before beginning work. Required coverage may include commercial general liability, automobile liability, workers' compensation or lawful exemption, and coverage appropriate to lifts, scaffolding, assistants, and subcontractors. Failure to provide acceptable proof may result in withdrawal of the selection.

Performance or payment bond requirement: **Not anticipated.**

16.3 Form, Signature, and Receipt of Proposals

- Proposals must follow the published format and use the required forms. Failure to do so may cause a proposal to be deemed nonresponsive.
- The proposal must identify the authorized representative and provide the mailing address, email address, and telephone number for communications.
- A proposal by a corporation, partnership, organization, or artist team must be signed by a person authorized to bind the proposer; NPRMS may request evidence of authority.
- Corrections must be clear and authenticated by the proposer. NPRMS may permit correction of an obvious clerical, nonjudgmental mistake but is not required to permit a material revision after the deadline.
- All proposal materials become part of NPRMS's project records and will not be returned. Submission does not transfer copyright in the proposed artwork unless a later written agreement expressly provides otherwise.

16.4 Proposer Costs; No Exclusive Arrangement

NPRMS is not liable for any cost incurred in preparing, submitting, presenting, clarifying, or negotiating a proposal. Unless the final agreement expressly states otherwise, an award is not exclusive and does not prevent NPRMS from obtaining similar services or commissioning other public art.

16.5 Examination of Documents and Site; Mistakes

Each proposer is responsible for examining the RFP, terms, specifications, images, exhibits, addenda, delivery instructions, site conditions visible or made available, and special conditions. Failure to examine pertinent information does not relieve the selected proposer of its responsibilities. By submitting, the proposer represents that it has reviewed the information reasonably necessary to make a fully informed proposal, including any site measurements or inspections it considers necessary.

16.6 Rejection, Waiver, Cancellation, and Postponement

NPRMS may accept or reject any or all proposals or portions of proposals; waive minor informalities; request clarification; cancel or postpone the solicitation before the deadline; reject all proposals after opening; modify and reissue the opportunity; or decline to make an award when doing so is in NPRMS's best interest. NPRMS may not use this provision to make an undisclosed material change to the published evaluation basis.

16.7 Legal Requirements and Order of Precedence

The selected proposer must comply with applicable federal, state, county, and City laws, codes, ordinances, rules, permits, and safety requirements. The RFP, issued addenda, project-specific special conditions, attachments, selected proposal, and final agreement will form the project documents to the extent incorporated by the agreement. If a project-specific special condition conflicts with a general condition, the special condition controls; the executed agreement controls over the solicitation documents.

16.8 Background Checks

NPRMS reserves the right to require background checks of any personnel assigned by the successful proposer to perform services under this contract.

16.9 Prohibited Interests and Conflicts of Interest

A proposer must disclose any actual or potential financial, familial, employment, contractual, or other relationship involving NPRMS directors or staff, review-panel members, the property owner, City officials or employees, funders, or project vendors that could affect or appear to affect impartial selection or performance. The proposer must not acquire an interest that conflicts with performance and must remain an independent contractor, not an employee or agent of NPRMS or the City.

16.10 No Contingent Fee; Non-Collusion

The proposer warrants that it has not paid or promised a commission, gift, percentage, or other thing of value contingent upon award, except ordinary compensation to a bona fide employee or authorized representative. Each proposer must complete the Non-Collusive Affidavit in Appendix B. Collusion, price fixing, sham proposals, or an undisclosed contingent fee may result in rejection or termination.

16.11 Records, Confidentiality, and Public Review

NPRMS is a Florida nonprofit corporation and should not represent that every proposal automatically becomes a municipal public record solely because it was submitted to NPRMS. However, proposal materials may be furnished to the City, property owner, funders, reviewers, or other public partners and may become subject to disclosure under Chapter 119, Florida Statutes, or another applicable requirement. A proposer claiming a lawful exemption must clearly identify the specific material and legal basis. NPRMS does not guarantee confidentiality and will not accept liability for disclosure required by law or the approval process.

16.12 Subcontractors and Key Personnel

The proposal must identify assistants, subcontractors, partner organizations, and key personnel expected to perform the work. Their participation is subject to NPRMS approval. The selected proposer remains fully responsible for their work, safety, compensation, insurance, legal compliance, and conduct. Material substitutions require prior written approval.

16.13 Hold Harmless and Indemnification

The final agreement may require the selected proposer, to the extent permitted by Florida law, to defend, indemnify, and hold harmless NPRMS, the property owner, the City, and their respective directors, officers, employees, and agents from claims, losses, damages, liabilities, and reasonable costs arising from the proposer's negligent acts, omissions, infringement, or performance. The precise provision must be established in the agreement and coordinated with the required insurance.

16.14 Additional Services and Oral Presentation

NPRMS may invite one or more proposers to an interview or oral presentation and may request clarification, references, material samples, or limited concept refinement. Additional services outside the final scope require written authorization and agreement on compensation before performance.

Appendix A - Proposal Certification and Conflict Disclosure

Complete, sign, and include this form with the proposal.

Artist / Team Legal Name: _____

Primary Contact: _____

Mailing Address: _____

City / State / ZIP: _____

Telephone: _____ Email: _____

Website / Portfolio: _____

RFP Number and Project: _____

By signing below, the proposer certifies that:

- The information in the proposal is true and complete to the best of the proposer's knowledge.
- The proposer has reviewed the RFP, attachments, and issued addenda and can perform the proposed work within the stated fee and schedule, subject to negotiated terms.
- The concept and submitted work samples are accurately attributed, and the proposer has authority to submit them for review.
- The proposed artwork is original or will use third-party material only with all necessary written permissions.
- The proposer will disclose actual or potential conflicts of interest involving NPRMS, the property owner, City officials or employees, the review panel, funders, or project vendors.
- The proposer understands that selection does not authorize installation and that City approval is required before the mural is created.

Conflict disclosure (check one):

- ☐ No actual or potential conflict is known.
- ☐ A potential conflict exists and is explained below:

Authorized Signature: _____ Date: _____

Printed Name and Title: _____

Appendix B - Non-Collusive Affidavit

Prime Artist / Proposer — Complete, sign, and include this form with the proposal.

STATE OF: _____

COUNTY OF: _____

Affiant's Full Legal Name: _____

Title / Capacity: _____

Artist / Proposer Legal Name: _____

The undersigned, being first duly sworn, states that:

1. The affiant is authorized to make this affidavit for the proposer and is fully informed regarding the preparation and contents of the attached proposal and the circumstances surrounding it.
2. The proposal is genuine and is not a collusive or sham proposal.
3. Neither the proposer nor any owner, officer, partner, agent, representative, employee, or interested party has colluded, conspired, agreed, or communicated with another proposer or person to submit a sham proposal, refrain from proposing, fix a price, or secure an unlawful advantage concerning this solicitation.
4. The price or prices stated in the proposal are fair and proper and are not affected by collusion, conspiracy, or unlawful agreement.

Authorized Signature: _____ Date: _____

Printed Name and Title: _____